

## **REMARKS**

Claims 1-21 are pending in this application. By this amendment, the Applicants have amended claims 1, 15 and 20. Applicants respectfully submit that no new matter has been added, and that the invention, as defined by claims 1-21, is patentable over the prior art. Based on the foregoing amendments and the following Remarks, the application is deemed to be in condition for allowance and action to that end is respectfully requested.

### **I. The 35 U.S.C. §103 Rejection of Claims 1-13, 15-17 and 19-21**

The Examiner asserts that claims 1-13, 15-17 and 19-21 are rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent Publication No. 2003/0061096 to Gallivan et al. (hereinafter “Gallivan”) in view of U.S. Patent No. 7,234,064 to Menschik (hereinafter “Menschik”).

As noted above, Applicant has amended claims 1, 15 and 20 so as to more clearly distinguish the invention, as defined by such claims, over the prior art. Applicant therefore respectfully submits that the invention, as claimed in claims 1-13, 15-17 and 19-21, is patentable over the known prior art, including the cited references.

Applicants submit that support for the amended language in independent claims 1, 15 and 20 is inherently or expressly disclosed in the specification of U.S. Patent Pub. No. 2005/0154627 in at least paragraphs [0020]-[0022], and [0039]-[0043], [0091]-[0096].

### **A. Claims 1-13**

The Applicants have amended claim 1 to require, among other things, a method comprising “accessing, via a processor, said data via a communication network from at least one

external source”, “transforming, via said processor, said data into at least two database tables”, “formatting, via said processor, said data to create formatted data, wherein said formatting includes cleaning and validating said data, wherein said formatted data has a first size”, “longitudinally linking, via said processor, said formatted data”, “compressing, via said processor, said formatted data to create compressed data, wherein said compressed data is a second size, wherein said second size being a fraction of said first size, and wherein said compressing includes combining related ones of said data”, “storing, via said processor, said compressed data in at least one database”, “extracting, via said processor, said compressed data from said at least one database for analysis”, and “displaying, via a display device, results of said analysis as analyzed data”, all of which are specifically recited features of independent claim 1.

The Applicants respectfully submit that Gallivan, Menschik, and any combination thereof, do not disclose, teach, or suggest a method comprising “accessing, via a processor, said data via a communication network from at least one external source”, “transforming, via said processor, said data into at least two database tables”, “formatting, via said processor, said data to create formatted data, wherein said formatting includes cleaning and validating said data, wherein said formatted data has a first size”, “longitudinally linking, via said processor, said formatted data”, “compressing, via said processor, said formatted data to create compressed data, wherein said compressed data is a second size, wherein said second size being a fraction of said first size, and wherein said compressing includes combining related ones of said data”, “storing, via said processor, said compressed data in at least one database”, “extracting, via said processor, said compressed data from said at least one database for analysis”, and “displaying,

via a display device, results of said analysis as analyzed data”, all of which are specifically recited features of independent claim 1.

In view of the foregoing, the Applicants respectfully submit that Gallivan, Menschik, and any combination of same, do not disclose, teach, or suggest all of the specifically recited features of independent claim 1 and, therefore, the Applicants respectfully submit that the invention, as defined by independent claim 1, is patentable over Gallivan, Menschik, and any combination thereof.

The Applicants further submit that claims 2-13, all of which depend either directly or indirectly from independent claim 1, and therefore include all of the limitations of independent claim 1, are also patentable over the prior art as they depend from allowable subject matter.

**B. Claims 15-17 and 19**

The Applicants have amended claim 15 to require, among other things, an apparatus comprising “at least one communication network for transfer of said data”, “a data extraction, transformation and loading tool”, “at least two database tables for storage of said data”, “at least one data processor for processing and compressing said data to create compressed data, wherein said compressed data is a fraction of size of said data, and wherein said compressing includes combining related ones of said data, and wherein said processor stores said compressed data in said tables”, “a plurality of system applications for running scripts, wherein said scripts perform data analysis, extraction, transformation and loading”, “a web browser for displaying results of said data analysis”, all of which are specifically recited features of independent claim 15.

Further, the Applicants respectfully submit that Gallivan, Menschik, and any combination thereof, do not disclose, teach, or suggest an apparatus comprising “at least one communication

network for transfer of said data”, “a data extraction, transformation and loading tool”, “at least two database tables for storage of said data”, “at least one data processor for processing and compressing said data to create compressed data, wherein said compressed data is a fraction of size of said data, and wherein said compressing includes combining related ones of said data, and wherein said processor stores said compressed data in said tables”, “a plurality of system applications for running scripts, wherein said scripts perform data analysis, extraction, transformation and loading”, “a web browser for displaying results of said data analysis”, all of which are specifically recited features of independent claim 15.

In view of the foregoing, the Applicants respectfully submit that Gallivan, Menschik, and any combination of same, do not disclose, teach, or suggest all of the specifically recited features of independent claim 15 and, therefore, the Applicants respectfully submit that the invention, as defined by independent claim 15, is patentable over Gallivan, Menschik, and any combination of same.

The Applicants further submit that claims 16-17 and 19, which depend either directly or indirectly from independent claim 15, so as to include all of the limitations of independent claim 15, are also patentable over the prior art as the aforementioned claims 16-17 and 19 depend from allowable subject matter.

### **C. Claims 20-21**

The Applicants have amended claim 20 to require, among other things, a method comprising “accessing, via a processor, raw data from at least one external source”, “formatting, via said processor, said raw data, wherein said formatting includes cleaning and validating”, “transforming, via said processor, said data into at least two database tables”, “creating time

intervals, via said processor, related to said raw data and storing said intervals into tables”, “compressing, via said processor, said raw data to create compressed data, wherein said compressed data is a fraction of size from said raw data, and wherein said compressing includes combining said data having related ones of said time intervals”, “extracting, via said processor, market studies from said results for analysis”, all of which are specifically recited features of independent claim 20.

The Applicants respectfully submit that Gallivan, Menschik, and any combination thereof, do not disclose, teach, or suggest a method comprising “accessing, via a processor, raw data from at least one external source”, “formatting, via said processor, said raw data, wherein said formatting includes cleaning and validating; storing said raw data into tables”, “transforming, via said processor, said data into at least two database tables”, “creating time intervals, via said processor, related to said raw data and storing said intervals into tables”, “compressing, via said processor, said raw data to create compressed data, wherein said compressed data is a fraction of size from said raw data, and wherein said compressing includes combining said data having related ones of said time intervals”, “extracting, via said processor, market studies from said results for analysis”, all of which are specifically recited features of independent claim 20.

In view of the foregoing, the Applicants respectfully submit that Gallivan, Menschik, and any combination of same, do not disclose, teach, or suggest all of the specifically recited features of independent claim 20 and, therefore, the Applicants respectfully submit that the invention, as defined by independent claim 20, is patentable over Gallivan, Menschik, and any combination thereof.

The Applicants further submit that claim 21, which depends either directly or indirectly from independent claim 20, so as to include all of the limitations of independent claim 20, is also patentable over the prior art as the aforementioned claim 21 depends from allowable subject matter.

In view of the foregoing, Applicants respectfully request that the Examiner's 35 U.S.C. §103 rejection of claims 1-13, 15-17 and 19-21 be withdrawn.

## **II. The 35 U.S.C. §103 Rejection of Claim 14**

The Examiner asserts that claim 14 is rejected under 35 U.S.C. §103(a) as being unpatentable over Gallivan in view of Menschik and in view of U.S. Patent Publication No. 2002/0165736 to Tolle. et al. (hereinafter "Tolle").

As noted above, the Applicants have amended claim 1 so as to more clearly distinguish the invention, as defined by such claims, over the prior art. Applicant therefore respectfully submits that the invention, as claimed in claim 14 is also patentable over the known prior art, including the cited references.

The Applicants respectfully submit that none of Gallivan, Menschik, and Tolle, and any combination thereof, disclose, teach, or suggest a method comprising comprising "accessing, via a processor, said data via a communication network from at least one external source", "transforming, via said processor, said data into at least two database tables", "formatting, via said processor, said data to create formatted data, wherein said formatting includes cleaning and validating said data, wherein said formatted data has a first size", "longitudinally linking, via said processor, said formatted data", "compressing, via said processor, said formatted data to create compressed data, wherein said compressed data is a second size, wherein said second size

being a fraction of said first size, and wherein said compressing includes combining related ones of said data”, “storing, via said processor, said compressed data in at least one database”, “extracting, via said processor, said compressed data from said at least one database for analysis”, and “displaying, via a display device, results of said analysis as analyzed data.”, all of which are specifically recited features of independent claim 1 and dependent claim 14.

In view of the foregoing, the Applicants respectfully submit that Gallivan, Menschik, Tolle, and any combination of same, do not disclose, teach, or suggest all of the specifically recited features of independent claim 1 and, therefore, the invention, as defined by dependent claim 14, is also patentable over Gallivan, Menschik, Tolle, and any combination thereof.

### **III. The 35 U.S.C. §103 Rejection of Claim 18**

The Examiner asserts that claim 18 is rejected under 35 U.S.C. §103(a) as being unpatentable over Gallivan in view of Menschik and in view of U.S. Patent No. 7,191,183 to Goldstein (hereinafter “Goldstein”).

As noted above, the Applicants have amended claim 15 so as to more clearly distinguish the invention, as defined by such claims, over the prior art. Applicant therefore respectfully submits that the invention, as claimed in claim 18 is patentable over the known prior art, including the cited references.

The Applicants respectfully submit that Gallivan, Menschik, Goldstein, and any combination thereof, do not disclose, teach, or suggest an apparatus comprising “at least one communication network for transfer of said data”, “a data extraction, transformation and loading tool”, “at least two database tables for storage of said data”, “at least one data processor for processing and compressing said data to create compressed data, wherein said compressed data is

a fraction of size of said data, and wherein said compressing includes combining related ones of said data, and wherein said processor stores said compressed data in said tables", "a plurality of system applications for running scripts, wherein said scripts perform data analysis, extraction, transformation and loading", "a web browser for displaying results of said data analysis", all of which are specifically recited features of independent claim 15 and of dependent claim 18.

In view of the foregoing, the Applicants respectfully submit that Gallivan, Menschik, Goldstein and any combination of same, do not disclose, teach, or suggest all of the specifically recited features of independent claim 15 and, therefore, the invention, as defined by dependent claim 18, is also patentable over Gallivan, Menschik, Goldstein, and any combination of same.

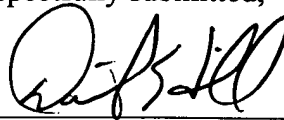
#### **IV. Conclusion**

In view of the foregoing, the application is deemed to be in condition for allowance and action to that end is respectfully requested. Allowance of pending claims 1-21 is, therefore, respectfully requested.

Should any changes to the claims and/or specification be deemed necessary to place the application in condition for allowance, the Examiner is respectfully requested to contact the undersigned attorney to discuss the same.

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Respectfully submitted,



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